

# Chris Norton

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chrisallyah.com

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## Education

**Muhlenberg College**, Allentown, PA

**Bachelor's** in Media & Communications and Theatre

**Relevant Coursework:** Video Production, Twentieth Century Media: Film, Radio, & Television, Introduction to Podcasting, Digital Foundation, Documentary Research

## Relevant Experience

**Publicity Manager**, Allentown Records, 08/2024 - current

Muhlenberg College - Allentown PA

- Oversaw group branding, communications, and event promotion across campus and social/digital platforms
- Create digital advertising content using Adobe Premiere/Canva/iMovie

**Media Communications Department Student Assistant**, 09/2023 - 01/2024

Muhlenberg College - Allentown PA

- Shooting and editing photos/videos for many events on campus
- Working with other members of the communications department to complete media tasks

**President**, Chaimonics A cappella, 2023 - 2025

Muhlenberg College - Allentown PA

- Led and represented the group, overseeing concerts, rehearsals, and events
- Managed scheduling and group communications; ran meetings and rehearsals
- Delegated tasks to Executive Board members and coordinated logistics with campus partners

**Social Media Manager**, Muhlenberg Improv Association, 2024 - 2025

Muhlenberg College - Allentown PA

- Managed and created content for the association's social media platforms
- Increased follower engagement through interactive posts and timely updates on performances

## Other Work Experience

**Server**, Italian restaurant, 04/2024 - 09/2024

Carluccio's Trattoria - Forestdale MA

- Experienced with Toast
- Waited tables at a medium-volume restaurant

Gate Attendant, 07/2021 - 08/2024 (Seasonal)

**Town of Sandwich** - Sandwich, MA

- Monitored gate areas and addressed security situations with management.
- Provided customers with parking passes and local information.

## Relevant skills

Adobe Premiere Pro, Adobe Photoshop/Illustrator basics, iMovie, CapCut, Logic Pro X, Audacity, Canva, TikTok tools, analytics & performance tracking, Google Suite (Docs, Drive, Slides), basic DSLR/smartphone filming knowledge, Wix, Podcast production & editing.